Amendments to the Claims

1. (Currently Amended) A method for providing a tailored media content comprising:

analyzing a subscriber attribute in a subscriber database, wherein said subscriber database comprises a media-content-access history of said subscriber;

developing a media-content offering ~~complementary to~~ based on said subscriber attribute; wherein said subscriber attribute comprises a demographic measure of said subscriber; and

delivering said media-content offering to said subscriber.

2. (Currently Amended)   The method of Claim 1, wherein said attribute further comprises a purchase history of said subscriber.

3. (Original)   The method of Claim 1, wherein said media-content-access history comprises a subscriber content-choice database.

4. (Original)   The method of Claim 1, wherein said media-content-access history comprises a subscriber content-choice database.

5. (Original)   The method of Claim 1, wherein said step of developing said media-content offering comprises analyzing an existing media-content offering.

6. (Currently Amended)   The method of Claim 1, wherein said step of delivering said media-content offering comprises a television program.

7. (Currently Amended)   The method of Claim 1, wherein said step of delivering said media-content offering comprises a television-programming package.

8. (Original)   The method of Claim 1, wherein said step of developing said media-content offering comprises setting a price for said media-content offering.

9. (Original)   The method of Claim 1, further comprising developing a direct marketing campaign complementary to said media-content offering.

10. (Original) The method of Claim 1, further comprising developing an incentive plan complementary to said media-content offering.

11. (Original) The method of Claim 1, further comprising creating a marketing bundle, wherein said marketing bundle comprises said media-content offering a product.

12. (Currently Amended)   A computer-readable medium on which is encoded computer program code for providing a tailored media-content offering comprising:

computer program code for analyzing a subscriber attribute in a subscriber database, wherein said subscriber database comprises a media-content-access history of said subscriber;

computer program code for developing a media-content offering complementary to based on said subscriber attribute wherein said subscriber attribute comprises a demographic measure of said subscriber; and

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computer program code for delivering said media-content offering to said subscriber.

13. (Original) The computer-readable medium of Claim 12, further comprising program code for developing a direct marketing campaign complementary to said media-content offering.

14. (Original) The computer-readable medium of Claim 12, further comprising program code for developing an incentive plan complementary to said media-content offering.

15. (Original) The computer-readable medium of Claim 12, further comprising program code for creating a marketing bundle, wherein said marketing bundle comprises said media-content offering and a product.

16. (Currently Amended)   A system for providing a tailored media-content offering comprising:

a subscriber database, wherein said subscriber database comprises:

an attribute of a subscriber, wherein said attribute comprises a demographic measure of said subscriber, and

a media-content-access history of said subscriber

a data analyzer electronically connected to said subscriber database; and

a media-content offering distribution server.

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17. (Currently Amended)   The system of Claim 16, wherein said attribute further comprises a purchase history of said subscriber.

18. (Cancelled)

19. (Original) The system of Claim 16, wherein said media-content-access history comprises a subscriber content-choice database.

20. (Original) The system of Claim 16, wherein said step said media-content offering comprises a television-programming package.

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